(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
30 June 2005 (30.06.2005)

PCT

(10) International Publication Number
WO 2005/059782 A1

(51) International Patent Classification[7]: G06F 17/60, H04L 29/08

(21) International Application Number: PCT/EP2003/014116

(22) International Filing Date: 12 December 2003 (12.12.2003)

(25) Filing Language: English

(26) Publication Language: English

(71) Applicant *(for all designated States except US)*: **TELECOM ITALIA S.P.A.** [IT/IT]; Piazza degli Affari, 2, I-20123 Milano (IT).

(72) Inventors; and

(75) Inventors/Applicants *(for US only)*: **BELLIFEMINE, Fabio** [IT/IT]; Telecom Italia S.p.A., Via G. Reiss Romoli, 274, I-10148 Torino (IT). **DIFINO, Angelo** [IT/IT]; Telecom Italia S.p.A., Via G. Reiss Romoli, 274, I-10148 Torino (IT). **NEGRO, Barbara** [IT/IT]; Telecom Italia S.p.A., Via G. Reiss Romoli, 274, I-10148 Torino (IT). **ARDISSONO, Liliana** [IT/IT]; Via Lugnacco, 4, I-10010 Parella (IT).

(74) Agents: **GIANNESI, Pier Giovanni** et al.; Pirelli & C. S.p.A, Viale Sarca, 222, I-20126 Milano (IT).

(81) Designated States *(national)*: AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NO, NZ, OM, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

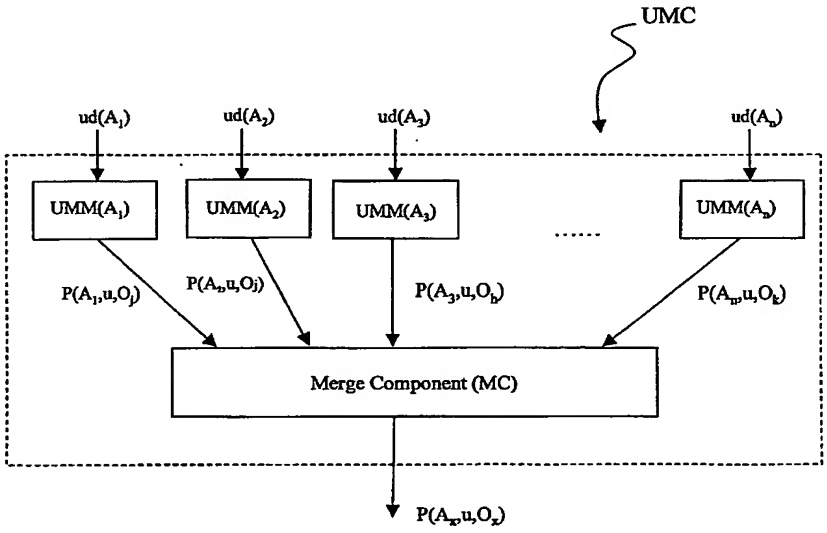
(84) Designated States *(regional)*: ARIPO patent (BW, GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Declarations under Rule 4.17:

— *as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii)) for the following designations AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, ES, FI,*

[Continued on next page]

(54) Title: METHOD AND SYSTEM FOR USER MODELLING



(57) Abstract: An improved user modeling server (UMS) for use in media delivery networks, wherein a plurality of applications (A_1,..., A_n) exchange usage data via at least one user modeling server (UMS). The user modeling server (UMS) has an associated function for regulating exchange of usage data between any of a first application and a second application in the set (A_1,...,A_n), wherein said function defines: - whether said usage data are provided by said first application to said second application, and - a degree of trust acknowledged by said second application to the provided usage data. The function is in the form of a bi-directional relationship, wherein any of said first and second applications is configured for accepting, refusing or negotiating the relationship. The function is preferably configured for valuating the usage data, and defining debit and credit values each application has in respect of usage data exchanged with other applications in said set.

WO 2005/059782 A1

GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NO, NZ, OM, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, TJ, TM, TN, TR, TT, TZ, UA, UG, UZ, VC, VN, YU, ZA, ZM, ZW, ARIPO patent (BW, GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG)

— *of inventorship (Rule 4.17(iv)) for US only*

Published:

— *with international search report*

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.